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## Consultant to share ideas for Sturtevant

### Development proposal is subject of hearing

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**Sturtevant** - Village residents are invited to attend a public hearing Jan. 13 when Barrientos Design and Consulting will present its preliminary recommendations for the development of Highway 11 and Wisconsin St. to the Village Board.

Norman Barrientos, president of the firm, said in an interview last week that groups of property owners, business owners, real estate agents and representatives of government agencies met during focus group discussions to answer questions pertaining to the village's history, its current condition, problems and challenges facing the village, solutions and its future.

"We've taken a lot of notes during the group discussions, and it has become clear what the community wants to see in the future of their village," he said.

### Ongoing project

Village President Steve Jansen sees the study as a step toward putting together a plan for growth that can be passed from year to year and from board to board, making alterations as situations arise.

"This is probably one of the most important things the village has done," he said. "It will be a living document modified when necessary to make our community more of a magnet for living, working, playing and shopping."

Barrientos said the study will look 20 years into the future and enable Sturtevant to promote economic development with long-term impact.

"Our role is to set up a vision of the future in line with the infrastructure, economy and values of the community," he said.

Barrientos Design and Consulting has worked with other Wisconsin communities on development and redevelopment. Most recently, the firm worked with Fort Atkinson on that city's downtown with a focus on improving transportation.

One challenge Barrientos sees the village facing is that the state Department of Transportation controls so much of what happens to and along state Highway 11. Another challenge is the set of railroad tracks that bisects Sturtevant into east and west ends.

### Isolation issue

Specifically, the businesses on Wisconsin St. are hard to get to and are not linked to The Renaissance business park just to the west of the tracks. This isolation gains importance with the new Amtrak depot set to open next fall in the business park, which means commuters traveling to Milwaukee and Chicago will no longer visit merchants along Wisconsin St.

"The village will have to find ways to link Wisconsin Street and The Renaissance as well as thoroughfares across the tracks to link the east and west ends of the village," Barrientos said.

But he also sees a lot of positive things in Sturtevant, including the level of interest and involvement of residents and business owners.

"It's clear the people who live and work and own businesses here are very much invested in promoting a prosperous future," Barrientos said.

Once released, the study will follow the line of questions presented during the focus group discussions. Chapters will include the history of the village; the current conditions in the village; the problems and challenges of the village and possible solutions; what the future might hold; and plans for carrying out the firm's recommendations.

Market research is also being conducted, and hard data such as statistics and diagrams will be part of the study.

"The board looks forward to the results because the leaders don't have all the answers," Jansen said.

Barrientos confirmed that the study is scheduled to be released in February.

*The public hearing will be held Jan. 13 at Village Hall. For information, call (262) 886-7200.*

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